



BIANCHET, Official Watch & Timing Partner of the POLO RIDER CUP 2023

#POLORIDERCUP

BIANCHET, the Swiss tourbillon watch brand, is announced as Official Watch and Timing Partner of the POLO RIDER CUP, held from 14 to 24 June 2023 at the Polo Club Saint-Tropez - Haras de Gassin. (France).

For the second consecutive year, Bianchet partners with POLO RIDER CUP in the prestigious settings of the Polo Club of Saint Tropez Haras de Gassin, where the international tournament will bring together the best polo clubs from around the world for 10 days, all playing with the same rules in a single club.

Bianchet, which creates fine tourbillon timepieces, marrying peerless Haute Horlogerie techniques, high-tech materials, and thousand-year-old design principles, embodies a new essence of style in contemporary watchmaking. The Swiss watch brand partners with organisations and initiatives driven by passion and animated by style and elegance, that reflect the brand's uncompromising quest for beauty and elegance.

One of the oldest known sports in the world, Polo is a game of precision, balance, strength, and mastery, which marries tradition and timeless elegance. All qualities that are present in every Bianchet tourbillon watch. During this year's edition of the POLO RIDER CUP, twelve teams, each one representing a different Polo Club, will compete in the sumptuous settings of the Polo Resort & Country Club Saint-Tropez. The tournament will be played with a 10/12-goal handicap, 5 chukkas per game for a total of 30 games.

Rodolfo Festa Bianchet, CEO of Bianchet, comments: "We are thrilled to partner with the POLO RIDER CUP as Official Watch & Timing Partner for the second time. The style and elegance of the Polo horses in the beautiful settings of the French Polo Club Saint-Tropez, coupled with the passion and determination of the players, are the same skills and values that drive Bianchet."

Olivier Godallier, President & Founder of GAME POLO, comments: "We are very pleased to partner with Bianchet once again. The POLO RIDER CUP shares similar values with Bianchet, as we both look for excellence and elegance, and the creation of a unique and exclusive experience."

About Bianchet (www.bianchet.com)

Bianchet is a new horological independent watchmaker founded by Rodolfo and Emmanuelle Festa Bianchet, located in the Neuchatel area. Following a career in Fintech, the Festa Bianchet couple embarked on a new entrepreneurial project, following their passion and desire to create their own watches.

About GAME POLO (www.poloridercup.com)

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP and Ladies POLO RIDER CUP.

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